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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/864,723	05/23/2001	Natasha P. Hixon	4842US	2791
24247	04/07/2006			
TRASK BRITT P.O. BOX 2550 SALT LAKE CITY, UT 84110			EXAMINER CHOI, STEPHEN	
			ART UNIT 3724	PAPER NUMBER

DATE MAILED: 04/07/2006

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
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EXAMINER
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ART UNIT	PAPER
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03282006

DATE MAILED:

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Commissioner for Patents

In response to a remand by the Board to correct the content under the heading "(8) Evidence Relied Upon" in the Examiner's Answer mailed October 19, 2005 and the discrepancy noted in the Evidence Appendix of appellants brief filed July 27, 2005, attached is a revised Examiner's Answer and a copy of the Ruff Declaration. It is noted that the Ruff Declaration was filed with the appellant's brief filed May 12, 2005 and is in the IFW. It is also noted that the Ruff Declaration has not been admitted. The application has been forwarded to the Board of Patent Appeals and Interference for decision on the appeal.

  
**STEPHEN CHOI**  
**PRIMARY EXAMINER**





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**BEFORE THE BOARD OF PATENT APPEALS  
AND INTERFERENCES**

Application Number: 09/864,723  
Filing Date: May 23, 2001  
Appellant(s): HIXON ET AL.

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Brick G. Power  
For Appellant

**EXAMINER'S ANSWER**

This is in response to the appeal brief filed July 27, 2005 appealing from the Office  
action mailed December 13, 2004:



**(1) Real Party in Interest**

A statement identifying by name the real party in interest is contained in the brief.

**(2) Related Appeals and Interferences**

The examiner is not aware of any related appeals, interferences, or judicial proceedings which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**(3) Status of Claims**

The statement of the status of claims contained in the brief is correct.

**(4) Status of Amendments After Final**

The appellant's statement of the status of amendments after final rejection contained in the brief is correct.

**(5) Summary of Claimed Subject Matter**

The summary of claimed subject matter contained in the brief is correct.

**(6) Grounds of Rejection to be Reviewed on Appeal**

The appellant's statement of the grounds of rejection to be reviewed on appeal is correct.

**(7) Claims Appendix**

The copy of the appealed claims contained in the Appendix to the brief is correct.



**(8) Evidence Relied Upon**

3,372,482	MERCORELLI	3-1968
4,574,693	FINK ET AL	3-1986
5,172,622	SABIN	12-1992
5,617,785	LO	4-1997
5,660,105	BENSON ET AL	8-1997
WO 00/51533	ANDERSON	9-2000

**(9) Grounds of Rejection**

The following ground(s) of rejection are applicable to the appealed claims:

**Claims 12-13, 16, and 24 are rejected under 35 U.S.C. 102(b) as being anticipated by Lo (US 5,617,785).**

Lo discloses all the recited elements of the invention including:

- a) a first member including an uninterrupted planar die receiving surface (at 40) and a die retaining element associated with the die receiving surface (40), the die retaining element being configured to secure a planar surface of a substantially planar die (80) to the die receiving surface;
- b) a second member including an uninterrupted planar sheet supporting surface oriented to oppose the die receiving surface (at 90);
- c) handles associated with the first and second members so as to facilitate movement of at least one member of the first and second members toward the other of the first and second members (30, 120).



Regarding claim 13, the element 40 is magnet. Regarding claim 24, the die receiving surface (at 40) is unbounded.

**Claims 31-32 and 37 are rejected under 35 U.S.C. 102(b) as being anticipated by Mercorelli (US 3,372,482).**

Mercorelli discloses all the recited elements of the invention including:

- d) an uninterrupted, planar die receiving surface (inner surface of a channel 18);
- e) a die retaining element associated with the die receiving surface (at 18);
- f) a substantially planar die (21);
- g) a sheet supporting surface (at 20);
- h) handles (14, 15).

Regarding claim 32, side surfaces of 21 which fit into the channel 18 are uninterrupted and planar, and are completely supported by the die receiving surface (at 18).

**Claims 31-34 and 36-37 are rejected under 35 U.S.C. 102(a) as being anticipated by WO 00/51533 (hereinafter '533).**

'533 discloses all the recited elements of the invention including:

- i) an uninterrupted, planar, unbounded die receiving surface (end surface of a threaded shaft at 14);
- j) a die retaining element associated with the die receiving surface (threaded shaft at 14);
- k) a substantially planar die (16);



- l) an uninterrupted and planar sheet supporting surface (18);
- m) handles (20).

Regarding claim 32, an inner end surface of 16 receiving the threaded shaft is uninterrupted and planar, and are completely supported by the die receiving surface (the end surface of a threaded shaft at 14). Regarding claim 36, 18b.

**Claim 14 is rejected under 35 U.S.C. 103(a) as being unpatentable over Lo (US 5,617,785) in view of Fink et al. (US 4,574,693).**

Lo discloses the invention substantially as claimed except for mechanically securing the planar die. Fink discloses means for mechanically securing a planar die to a die receiving surface (76). It would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the device of Lo to mechanically secure the planar die to the die receiving surface as taught by Fink as an alternative means for securing the die.

**Claims 15 and 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lo (US 5,617,785) in view of Sabin (US 5,172,622).**

Lo discloses the invention substantially as claimed except for a cushioning element. Sabin discloses a cushioning element (22). It would have been obvious to one having ordinary skill in the art at the time the invention was made to employ a cushioning element as taught by Sabin on the device of Lo in order to minimize wear on an edge of the die.

**Claims 25-28 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lo.**



Lo discloses the invention substantially as claimed except for the die receiving surface configured to completely support a planar back side of a substantially planar die. Figure 5 of Lo appears to show the die being sized to extend beyond a periphery of the die receiving surface. However, one having ordinary skill in the art would have been motivated to provide a different size of the die for a different embossing operation (e.g., a die having size to be completely supported by the die receiving surface) since such a modification would have involved a mere change in the size of a component. A change in size is generally recognized as being within the level of ordinary skill in the art. In re Rose, 105 USPQ 237 (CCPA 1955). It is noted that the proposed modification would not change the principle of operation of Lo's device.

**Claim 35 is rejected under 35 U.S.C. 103(a) as being unpatentable over '533 in view of Benson et al. (US 5,660,105).**

'533 discloses the invention substantially as claimed except for the die retaining element being one of a magnetic and a magnetically-attractable material. Benson teaches use of a magnet to retain a die. It would have been obvious to one having ordinary skill in the art at the time the invention was made to employ a magnet as taught by Benson on the device of '533 in order to facilitate attachment of the die.

#### **(10) Response to Argument**

##### **Response to arguments with respect to the reference to Lo**

Appellants contend that Lo fails to disclose an uninterrupted, planar sheet supporting surface because Lo lacks any description that either the element 40 or the element 60 includes a surface that supports a sheet of material into which a die is to be



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forced and the element 90 of Lo is an embossing die which is not planar. Furthermore, appellants contend that Lo fails to expressly state that the element 30 may be used as a handle and Lo also does not teach the handles configured to be held by and operated with a hand of a user.

It appears that appellants are stating that all embossing dies are non-planar. The statement is incorrect. The element 90 of Lo does show an uninterrupted, planar surface into which a die is to be forced and is capable of supporting a sheet.

Furthermore, the examiner has also provided an example of a commonly known embossing die that has a surface that is uninterrupted and planar in the previous office action mailed on 13 December 2004 (US 2,005,340 to Jaffin et al.) in order to rebut the appellant's statement. Moreover, it is also noted that an upper surface of the element 60, which is certainly planar, can be considered as the sheet supporting surface as claimed since the upper surface is also capable of directly or indirectly capable of supporting a sheet. In addition, Lo does teach handles as claimed since a hand of a user can hold the element 30 and/or 120, and these handles are associated with the first and second members.

**Response to arguments with respect to the reference to Mercorelli**

Appellants contend that Mercorelli does not expressly or inherently describe a member with a sheet supporting surface because members 11 and 12 are both configured to receive dies. Furthermore, Mercorelli does not disclose a die receiving surface that is planar and uninterrupted because of bosses 25. Appellants further



contend that Mercorelli does not teach the die receiving surface being configured to receive and completely support an uninterrupted, planar surface of the die.

Claim 31 calls for "a sheet supporting surface oriented to oppose said die receiving surface". Mercorelli does disclose a sheet supporting surface (an upper or front surface of the element 20) which is capable of supporting a sheet and is positioned to oppose a die receiving surface (at 18). Moreover, a surface at the element 18 includes an uninterrupted, planar die receiving surface (inner surface at 18) as well as the bosses 25. In addition, side surfaces of the die 21, which are uninterrupted and planar, fit into the element 18, thus meets the limitations "an uninterrupted, planar die receiving surface... said die retaining element configured to secure a substantially planar die..." as recited in claim 31. It is also noted that the claims do not preclude the die receiving surface having other elements. Furthermore, the phrase "configured to receive and completely support" recited in claim 32 does not necessarily mean that the entire portion of the die receiving surface is required to be in direct engagement with the surface of the die. It merely requires the die surface being supported by the die receiving surface. For example, the weight of the die is completely supported by the die receiving surface. With respect to appellant's argument based on a raised portion of Mercorelli, it is noted that the appellant's invention also includes a raised cutting edge.

**Response to arguments with respect to the reference to Andersen (WO 00/51533)**

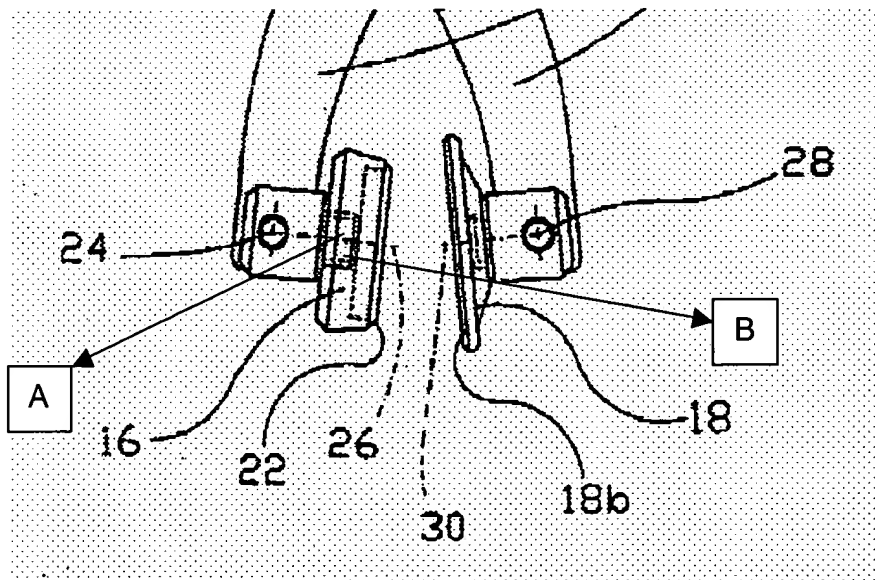
Appellants contend that Andersen fails to disclose a member that includes an uninterrupted, planar die receiving surface and a die retaining element that is



“configured to secure a substantially planar die to said die receiving surface”.

Appellants further argue that Andersen does not teach a surface that is configured to “receive and completely support an uninterrupted planar surface of [a] substantially planar die”.

The examiner respectfully disagrees. Andersen does disclose (see figure below) an uninterrupted, planar die receiving surface (at A) and a die retaining element (B) associated with the die receiving surface (see page 7, lines 21-24). Figure 1 of Andersen clearly shows an end surface at A being uninterrupted and planar in order to receive and completely support an uninterrupted, planar surface within a cavity receiving the threaded shaft at the substantially planar element 16.



**Response to arguments with respect to the 103(a) rejection over Lo**

Appellants contend that one of ordinary skill in the art would not have been motivated to modify the device of Lo to provide two or more handles.



The examiner respectfully points out that there are no rejections that propose to modify the device of Lo to provide two or more handles. Lo's device alone teaches two handles as set forth above.

Appellants further contend that Lo fails to suggest a member that has a die receiving surface, which is configured to completely support a planar back side of a substantially planar die.

As stated above, at least the weight of the die including the back side is completely supported by the die receiving surface. However assuming appellants are arguing that the entire surface on the planar back side of the die is in a direct contact with the die receiving surface, it is the examiner's position that it would have been obvious to one of ordinary skill in the art to change the size of the die for a different embossing operation since such a modification would not change the principle of operation of Lo's device. Furthermore, appellant's argument regarding the dies 80 and 90 would have to include recesses in the back sides is unclear. Lo does not teach any recesses on the back sides of the elements 80 and 90.

Appellants also appear to repeat their arguments regarding that Lo does not teach a substantially planar surface that supports a sheet of material and the die 90 is not substantially planar, and Lo also does not teach handles associated with the first and second members.

As mentioned above, appellants appear to state that all embossing dies are non-planar. However, the examiner respectfully disagrees. Although the element 90 of Lo does appear to show an uninterrupted, planar surface into which a die is to be forced



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and is capable of supporting a sheet, the examiner has also provided an example of a commonly known embossing die that has a surface that is uninterrupted and planar in the previous office action mailed on 13 December 2004 (US 2,005,340 to Jaffin et al.). Again, it is also noted that an upper surface of the element 60, which is certainly planar, could have been considered as the sheet supporting surface as claimed since the upper surface is also capable of directly or indirectly capable of supporting a sheet.

Furthermore, Lo does teach handles as claimed since a hand of a user can hold the element 30 and/or 120 and 30 are associated with the first and second members.

**Response to appellant's statement regarding the secondary consideration of nonobviousness**

Appellants appear to argue that a declaration filed with the appeal brief should be entered and considered since the examiner has been informed of the availability of evidence showing secondary indicia of nonobviousness on at least two occasions (April 15, 2004 and June 15, 2004). Furthermore, appellants state that the declaration could not have been submitted at an earlier date since the rejections under 35 U.S.C. 103(a) were not raised until the final office action.

From the appellant's statement, it appears that appellants had an opportunity to file a declaration for consideration at least prior to filing of the appeal brief. However, appellants failed to do so. Since appellants have failed to show good and sufficient reasons why the declaration was not earlier presented (i.e. at least prior to filing of the appeal brief), the declaration will not be admitted. See MPEP 1211.02.



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**(11) Related Proceeding(s) Appendix**

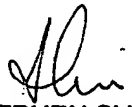
No decision rendered by a court or the Board is identified by the examiner in the Related Appeals and Interferences section of this examiner's answer.

For the above reasons, it is believed that the rejections should be sustained.

Respectfully submitted,

sc

Conferees:

  
**STEPHEN CHOI**  
**PRIMARY EXAMINER**

  
Joseph Hail

  
Boyer Ashley





**Best Available Copy**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re Application of:**

Hixon et al.

**Serial No.:** 09/864,723

**Filed:** May 23, 2001

**For:** DIE CUTTING SYSTEM,  
COMPONENTS THEREOF, AND  
METHODS

**Confirmation No.:** 2791

**Examiner:** S. Choi

**Group Art Unit:** 3724

**Attorney Docket No.:** 2916-4842US

**NOTICE OF EXPRESS MAILING**

Express Mail Mailing Label Number: \_\_\_\_\_

Date of Deposit with USPS: \_\_\_\_\_

Person making Deposit: \_\_\_\_\_

**DECLARATION OF ERIC J. RUFF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, Eric J. Ruff, declare that:

1. I am over twenty-one years of age and competent to give sworn testimony.
2. I am the President and C.E.O. of QuicKutz, Inc., (hereinafter "QuicKutz") a corporation organized under the laws of the State of Utah. I have served in that capacity at QuicKutz since its organization on September 5, 2001.



3. U.S. Patent Application Serial No. 09/864,723 (hereinafter the '723 Application) has been assigned to QuicKutz, the assignment having been recorded with the U.S. Patent & Trademark Office at Reel No. 013271, Frame No. 0566.

**Commercial Success**

4. In 2002, QuicKutz released to the U.S. market a portable personal die cutting system, including a die cutting tool of the type recited in the claims of the '723 Application. At that time, the only commercially available apparatuses for personal use that were capable of cutting out shapes and letters were punch systems. There was no portable die cutting tool on the market that had the capability of using interchangeable dies to make intricate die cuts.
5. In 2002, QuicKutz's first full year of operation, approximately \$236,000 was expended on advertising, which included advertising for its die cutting tool. The advertising included printed advertisements in scrapbooking publications, a printed catalog that was made available in retail stores that sold QuicKutz products, development of a website, updates and maintenance to the website, and expenses associated with trade shows. Extensive word-of-mouth advertising, at no cost to QuicKutz, also occurred during 2002.
6. Between May 1, 2002, and December 31, 2002, QuicKutz sold approximately 5,100 portable personal die cutting tools of the type recited in the claims of the '723 Application. This sales volume amounted to approximately \$464,000 in gross revenues for QuicKutz during 2002, not including dies that were sold for use with the tool. (In 2002, most of QuicKutz's die cutting tools were sold in kits that included a set of dies, and the \$464,000 figure involves an allocation of the purchase price of such kits between the tool and the dies.)
7. Total revenues during 2002 that were attributable to QuicKutz's portable personal die cutting tools and the dies designed for use therewith amounted to approximately \$2,381,000, representing approximately a 10x return on QuicKutz's 2002 investment in advertising.
8. QuicKutz spent approximately \$343,000 on advertising in 2003. Again, such advertising included expenses relating to trade shows, updates to and maintenance of QuicKutz's website, catalogs, and printed advertisements in scrapbooking magazines. Again, extensive word-of-mouth advertising, at no cost to QuicKutz, occurred during 2003.
9. In 2003, QuicKutz sold approximately 19,700 portable die cutting tools of the type recited in the claims of the '723 Application, which amounted to gross sales of approximately \$1,459,000, not including dies that were sold for use with the tool.



(Again, many tools were sold in kits, and the \$1,459,000 figure involves an allocation of the purchase price of such kits between the tool and the dies included therein.)

10. Total revenues during 2003 that were attributable to QuicKutz's portable personal die cutting tools and the dies designed for use therewith amounted to approximately \$8,734,000, representing approximately a 25x return on QuicKutz's 2003 investment in advertising.
11. QuicKutz spent approximately \$653,000 on advertising in 2004, including the types of advertising and promotion identified above in connection with the years 2002 and 2003.
12. In 2004, QuicKutz sold approximately 30,800 portable die cutting tools of the type recited in the claims of the '723 Application, which amounted to gross sales of approximately \$947,000, not including dies that were sold for use with the tool. (Again, many tools were sold in kits, and the \$947,000 figure involves an allocation of the purchase price of such kits between the tool and the dies included therein.)
13. Total revenues during 2004 that were attributable to QuicKutz's portable personal die cutting tools and the dies designed for use therewith amounted to approximately \$11,845,000, representing approximately an 18x return on QuicKutz's 2004 investment in advertising.
14. Through April 30, 2005, QuicKutz has spent approximately \$155,000 on advertising, including the types of advertising and promotion identified above in connection with the years 2002, 2003, and 2004.
15. During the first four months of 2005, QuicKutz sold approximately 25,900 of its portable personal die cutting tools of the type recited in the claims of the '723 Application. Its gross sales of such portable die cutting tools amounted to approximately \$715,000, not including sales of dies that were sold for use with the tool.
16. Total revenues during the first four months of 2005 that were attributable to QuicKutz's portable personal die cutting tools and the dies designed for use therewith amounted to approximately \$6,267,000, representing approximately a 40x return on QuicKutz's 2005 investment in advertising.
17. These numbers show the commercial success of die cutting tools that fall within the scope of the claims of the '723 Application. Sales figures including die sales are considered to be indicative of the commercial success of QuicKutz's portable personal die cutting tool, because all of QuicKutz's advertising has promoted both its dies and the portable personal die cutting system in which they are used.



**Long-Felt Need**

18. Shortly after QuicKutz introduced its portable personal die cutting system into the market, many customers and commentators observed that the QuicKutz die cutting tool uniquely satisfied a need that had not previously been met in the scrapbooking industry. The attached Exhibit A is a sampling of magazine articles to that effect, including (i) an announcement/review printed in the May 2002 issue of *Creating Keepsakes* magazine, stating that, with the new QuicKutz die cutting tool, "now you can spend your time creating pages, not hand-cutting letters and accents;" (ii) an announcement/review printed in the November/December 2002 issue of *Memory Makers* magazine, announcing a superior system for cutting out letters and designs, (iii) a review printed in the April/May 2003 issue of *PaperKuts* magazine noting the solid demand for die cuts and describing the QuicKutz portable die cutter as the "latest and greatest in personal die cutting systems"; (iv) an article in the 2003 issue of *Scrapbooking Top 50*, published by Memory Makers, highlighting the portability advantages of the QuicKutz die cutting tool and the demand for portability in the marketplace.
19. To meet the demand for portable personal die cutting systems, QuicKutz sold approximately 5,100 tools in the last eight months of 2002, approximately 19,700 tools in 2003, approximately 30,800 tools in 2004, and approximately 25,900 tools in the first four months of 2005. A market for such portable personal die cutting systems did not exist prior to the introduction of the QuicKutz tool.
20. At about the same time as QuicKutz introduced its portable personal die cutting tool into the market, several competitors began offering portable die cutting tools for personal use. All of these competitive tools were designed and marketed specifically to respond to marketplace demands that were not satisfied by available punch tools but only by the QuicKutz hand tool, namely, portability and the capability to use intricate interchangeable light weight dies.
21. In the fall of 2002 (six months after the '723 Application was filed), Sizzix, a joint venture between Ellison Educational Equipment, Inc., and Provo Craft and Novelty Inc., began selling a somewhat portable die cutting tool. In the fall of 2003, after the introduction of the QuicKutz portable personal die cutting tool, Sizzix began selling an adapter that allowed the Sizzix tool to use rigid substantially planar dies similar to those described in the '723 Application. The attached Exhibit B is a print-out of one of Sizzix's Internet web pages, advertising the desirability of a portable personal die cutting tool that is capable of using rigid substantially planar dies.
22. In late 2003, a company known as DayCo, which has since been acquired by AccuCut Systems, began selling a somewhat portable die cutting tool. AccuCut offers an adapter that allows the AccuCut tool to use rigid substantially planar dies similar to those described in the '723 Application. The attached Exhibit C is a print-out of one

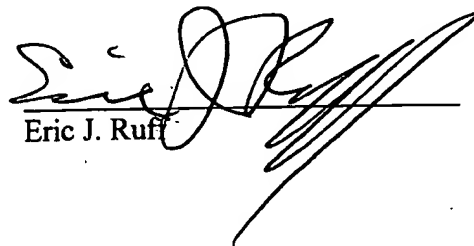


of AccuCut's Internet web pages, advertising the desirability of a portable personal die cutting tool that is capable of using rigid "wafer-thin" dies.

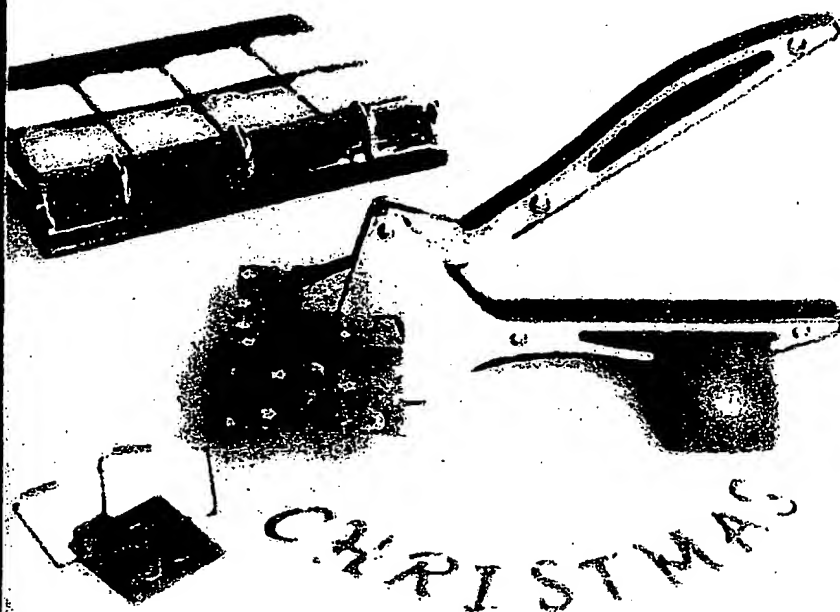
23. During 2004, a company known as Boss Kut announced its intention to begin selling a portable die cutting tool that promises to be very similar to the die cutting tool described in the '723 Application, although it is not clear whether such a die cutting tool actually will become available. The attached Exhibit D is a print-out of one of Boss Kut's Internet web pages announcing the Boss Kut Jr. hand held die cutter.
24. Recently, a company known as Spellbinders announced its intention to begin selling a portable die cutting tool that is designed to use rigid substantially planar dies similar to those described in the '723 Application. The attached Exhibit E is a print-out of an Internet web page of one of Spellbinders' retailers, advertising the desirability of a "lighter in weight" portable personal die cutting tool that is capable of using QuickKutz dies.
25. These facts indicate the existence of a long-felt and continuing need in the scrapbooking, hobby, and related industries for a portable personal die cutting system that is capable of cutting out detailed and attractive letters and shapes, as described in the '723 Application.

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Dated this 11<sup>th</sup> day of May, 2005.

  
Eric J. Ruff





## quickkutz personal die-cutting system

Here's one for the wish list: the QuickKutz (888-702-1146 • [quickkutz.com](http://quickkutz.com)) new personal die-cutting system. This gadget offers portability, ease and speed of use, more alphabet options with shadow letters and more intricate, cleaner design cuts.

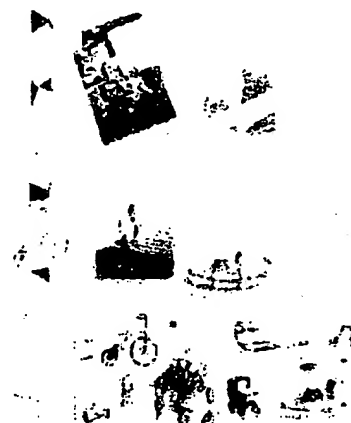
In the fall of 2000, Natasha Hixon grew frustrated with the time-consuming task of cutting out letters. After researching some options, she and her husband, Mark, developed a complete die-cutting system that can fit in your purse or crop bag and cut up to 100 shapes in one minute!

Weighing less than two pounds, the basic system, called the Essential Kit, consists of a hand press and cradle in which to rest it, a complete alphabet set, plus two punctuation dies, three shapes and a storage binder. \$200-\$320



## stocking stuffer

Does this cute lil' thing remind you of a scrapbooker you know? She would if she had blond hair, you say? Not a problem, Critter Crafts (949-858-6271 • [scrapbookglitter.com](http://scrapbookglitter.com)) can customize these ornaments with hair color and style, skin tone and even ethnicity. Each one is handcrafted so no two are exactly alike. \$15, plus s & h



## heritage stickers

Dorothy's Memories, a new line of heritage stickers from Tumblebeasts (505-323-5554 • [tumblebeasts.com](http://tumblebeasts.com)), fill photographic gaps or embellish pages with visions of Grandma's kitchen, vintage clothing and antique toys. The line takes its name from Tumblebeasts' owner Karen Stockham's own grandmother, Dorothy. Karen wanted to create realistic images with a playful touch. \$1.85 per sheet

## jot this down

A busy mom keeps journaling worthy tidbits on anything she can find: in the calendar or the grocery list. Weeks later, that same busy mom goes nuts trying to collect all the bits and pieces for her scrapbook pages. If this sounds familiar, Jotters (877-JOTTER1 • [jotters.net](http://jotters.net)) may be for you.

The journals are compact and contain acid-free, perforated sheets so you can tear out your jottings to keep with your photos. \$9.99





# Portable Die Cutting the QuickKutz Way

Some things are simply destined to go together—apple pie and ice cream, Jack and Jill, scrapbooking and die cuts.

Die cuts have been around almost since the beginning of the scrapbooking craze, and the fact that they are still a major element of scrapbooking today attests to the value of this wonderful creative option. However, everyone knows that there is always room for improvement—or at least that's what the people at QuickKutz believe.

Utah-based QuickKutz produces and markets the latest and greatest in personal die cutting systems—a portable approach that delivers the sharp, crisp look of store die cuts in the comfort of your own home. The QuickKutz system includes the QuickKutz Hand Tool (or press), which weighs less than two pounds and is roughly ten inches long (see Figure 1), and QuickKutz Pocket Dies, which are two inches square, thinner than a credit card, and stored in convenient, compact custom-designed binders (see Figure 1). Although small, the system is superior—the dies are made of solid steel and will last a lifetime, and the hand tool is a carefully engineered, precision instrument.

QuickKutz offer an impressive variety of alphabets (see Figure 2)—nine different styles (more than any other personal die-cutting system) available in 1 1/4" letters; five of the styles are also available in a mini (5/8") size. All of the QuickKutz alphabets have matching numbers and punctuation, and six of the nine have matching shadows. In addition, QuickKutz has more than 175 different die cut shapes (see Figure 1). Currently, the company releases new shapes every month and a new alphabet every quarter.

The QuickKutz System was designed to be durable, portable, easy to use, and easy to store. Made entirely in the United States, QuickKutz is the only such system with a limited lifetime warranty. QuickKutz

dies make tens of thousands of cuts, all with the same sharp, clean quality as the first. And QuickKutz can be used for a wide variety of uses, including scrapbooking (see Figure 3), greeting cards, gift bags and boxes, picture frames, and more.

Using die cut letters, numbers, and shapes has never been easier, quicker, or more fun. But the best part about QuickKutz is not only do scrapbookers enjoy amazing variety, impressive versatility, and superior quality, they get it in a package so small that they can literally take it with them—anytime, anywhere.

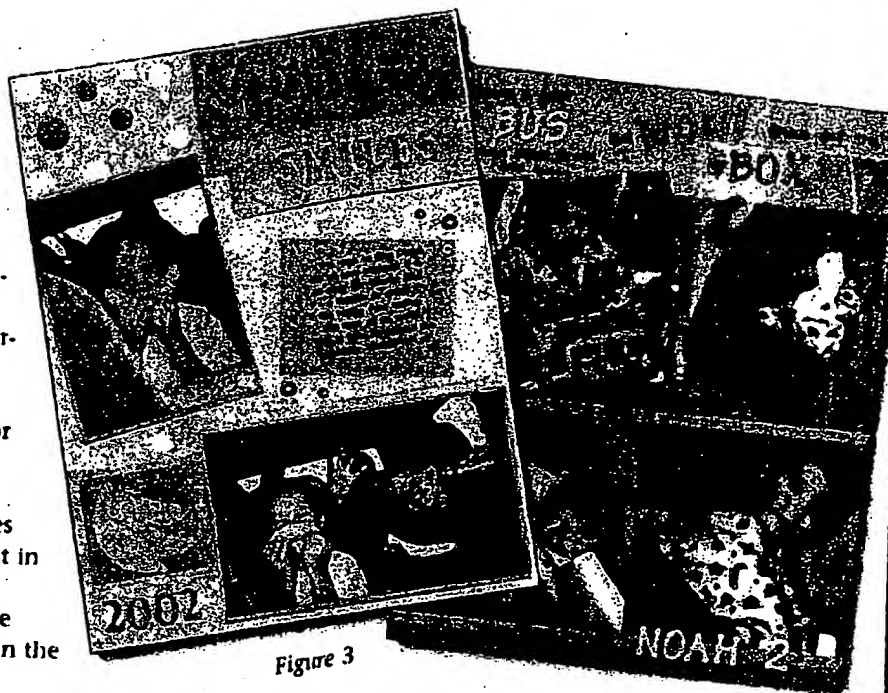


Figure 3

**STAR**  
**ROXY**  
**GIDGET**  
**MONEY**  
**KHAKI**  
**VENUS**  
**ZELDA**  
*Sonja*  
*Marisa*

Figure 2

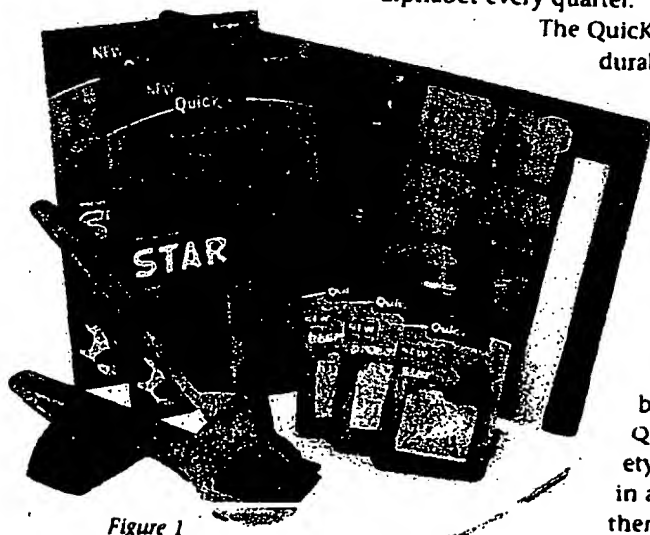
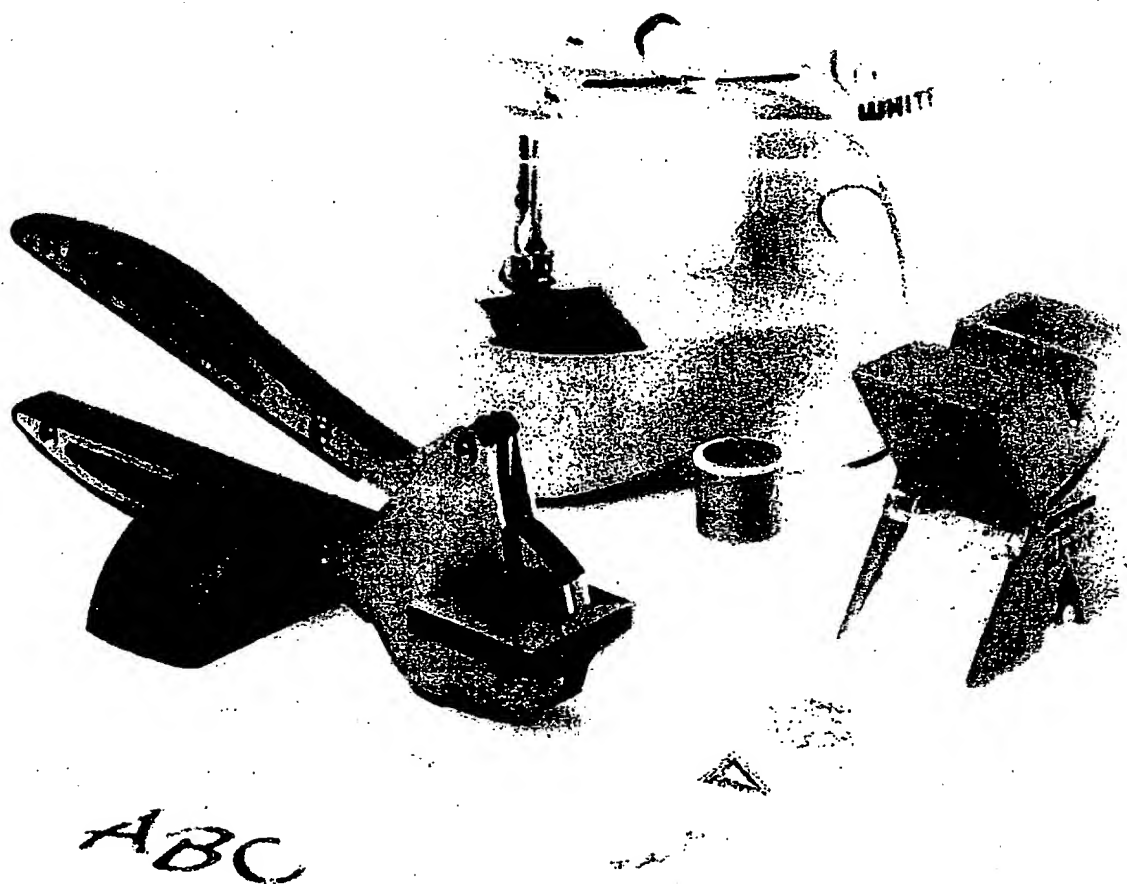


Figure 1





## scrapbooking top 50 | mini mechanisms

"SCRAPBOOKING MEANS TAKING IT WITH YOU," says Amelia Parkin, public relations specialist and events coordinator for QuickKutz, Inc. "And if you're like me, it means wanting to take it all with you." That feeling is the driving force behind the trend to downsize—everything is getting smaller, from die-cutting machines to sewing machines. Manufacturers are saying, "You can take it with you." Last year, QuickKutz introduced a personal die-cutting system (shown above) weighing less than two pounds. Add 80 dies to reach three pounds. Compact equals portable equals practical, Amelia says.

"Several reasons exist for why smaller is appealing," says Major Maddon, Provo Craft's vice president of marketing. "It's cute, it represents ease and it's portable." Provo Craft also minimized by introducing the Sizzix personal die-cutting system.

Other companies following suit are Xyron and White Sewing. The Xyron 150 (shown above) makes stickers no wider than 1½", while the Sew Cute (shown above) sewing machine can handle most big sewing jobs at a fraction of the size and weight. It's battery operated, so it's totally portable.



# Sizzix

Where Good Ideas Take Shape

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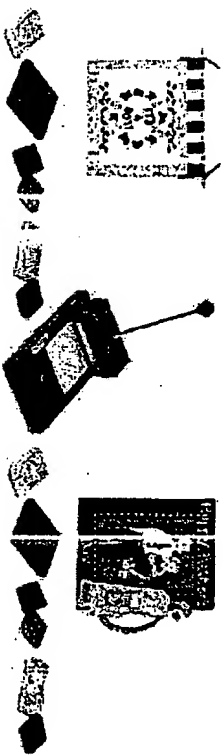
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## Shaping the Future of Creativity

Crafting at home is now a whole lot easier and a lot more fun. The vision of Sizzix started as a personal die-cutting system and line of dies but has now evolved into a whole lot more. Giving crafters and scrapbookers an inexpensive and simple way to embellish and enhance any scrapbook page, greeting card or craft project is the perfect solution to the creative community. The design and functionality of Sizzix brand products allows crafters to create right in the convenience of their own home or take on the road to a school, scrapbooking event or friends house. Sizzix brand products are quickly becoming a complete crafting system of integrated and patented dies, embossing folders, punches, papers and storage systems all to help you create easier and faster than ever before.

The Sizzix brand and product line was co-developed by two



Back to Back Winner  
Creating Keepsakes  
2003 - 2004  
Readers' Choice Award  
for Die-Cut Equipment



Toll Free:  
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companies that crafters look to first for innovative products and creative ideas. Ellison and Provo Craft knew that crafters wanted an affordable solution to creating die-cut designs and embellishments in their homes. Using Ellison's popular die-cutting machine design, the two companies developed a smaller, lighter, portable version. The Sizzix Machine's simple, straightforward design makes creating projects easy and fun for every crafter.

The original line of Sizzix dies includes hundreds of creative shapes for every event, holiday or occasion. In addition, Sizzix has a selection of alphabets, numbers and punctuation to add titles and words to your crafting projects. The original dies can cut a variety of materials such as paper, rubber, and fabric for every craft from scrapbooking, rubber-stamping or quilting. In fact, the Sizzix die-cutting system can cut up to three sheets of paper at once, resulting in perfect, clean cuts every time.

During the fall of 2003, the Sizzix brand introduced two new products, which work in the Sizzix Machine. Both new products require the use of a Sizzix System Converter. Sizzix product users can now get the added benefits of Sizzits low profile dies and Simple Impressions Embossing Folders. Each unique in their design and patented in their functionality. The Simple Impressions Embossing Folders take the time and fuss out of embossing while leaving you with that beautiful, classy end result of embossed paper or metal in just seconds. The folders use a positive and negative of each design shape to sandwich your embossing material in between the folder while you press in your Sizzix Machine.

Sizzits are a thin lightweight and portable die that is perfect for crafters on the go. Available in an easy to use storage case, you will love this die addition to the line. Extremely economical and easy to use these dies cut single sheets of card stock into detailed, decorative shapes for your next scrapbook, card or craft project.

Another innovative and clever idea from the Sizzix brand is the PadlePunch. This new product works outside of the Sizzix Machine but addresses and overcomes the age-old issues with the



limitations of craft punches and their inability to punch in the middle of a page or only through thin paper. By using similar steel as in the original dies and a special hammer, crafters can add that decorative shape anywhere they want on hundreds of kinds of materials.

So if you are looking for inspiration, visit the Sizzix.com Web Site often – a virtual crafting community. It's chock full of ideas, projects, and tips to satisfy the craftiest of crafters. Sign-up for The Sizzix.com Scoop monthly e-mail newsletter, and keep up-to-date with the latest and greatest in die-cutting and crafts.

Sizzix brand products can be purchased from thousands of craft stores around the United States and abroad as well as at [www.sizzix.com](http://www.sizzix.com) and [www.creativeexpress.com](http://www.creativeexpress.com). For more information, contact Sizzix.com toll free at 1-877-355-4766

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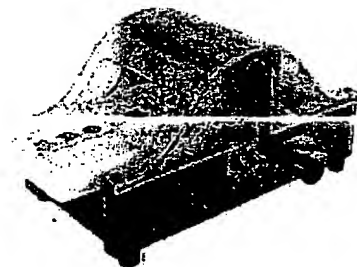




**AccuCut Re-introduces DayCo Personal Die Cutter**  
Click [here](#) for a high resolution images for use with this article.

(Fremont, Neb.—July 16, 2004)—As a result of its recent acquisition of DayCo (a former competitor), AccuCut Systems re-introduced DayCo's Zip'eMate™ Personal Die Cutter as one of its own products. The machine will replace the AccuCut® Mini Machine, which is being phased out.

"The AccuCut® Zip'eMate™ machine has gone through rigorous quality testing to deliver a product synonymous with AccuCut," said product manager Cheyanne Atchley. "We are thrilled to introduce the double-roller personal die cutting machine as AccuCut's primary personal sized machine, and excited about offering this product to our customers as a fitting addition to the AccuCut line."



The Zip'eMate machine is the only personal die cutting machine that offers roller technology. It includes two gear-driven rollers that draw dies through the machine with minimal effort from the operator. As with all AccuCut machines, pressure is preset and applied by the machine itself rather than the operator. This provides a consistent cutting experience and eliminates the need to guess how hard to press, as with lever-operated machines.

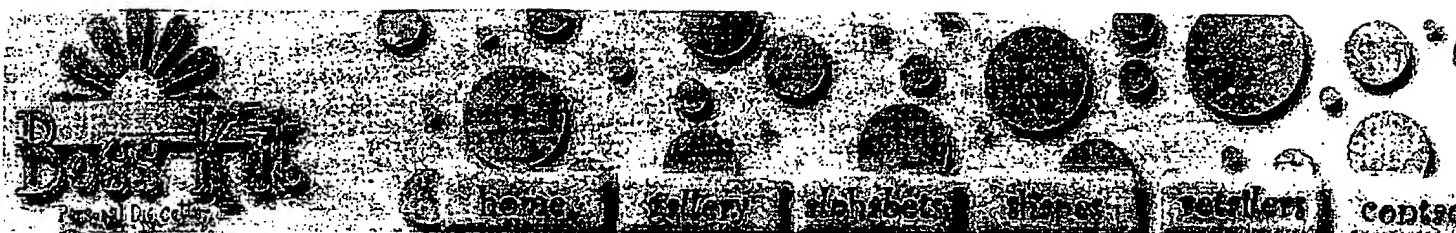
In addition to cutting shapes, the Zip'eMate machine embosses any AccuCut shape, and will also emboss pre-purchased brass stencils. The machine is available in the four colors: purple, red, green and blue. With the use of a variety of cutting platforms and mats, the machine is compatible with all major dies on the market, including commercial dies, thin wood or plastic dies, and wafer-thin metal dies.

Consumers are encouraged to ask their local retailers about the AccuCut® Zip'eMate™ Personal Die Cutting Machine. Retailers may call 800.288-1670 to order, or order online at [www.accucut.com](http://www.accucut.com).

AccuCut Systems was established in 1990 as a provider of shape and letter cutting products for retail craft stores, professional designers, craft enthusiasts and the educational market. The company's focus is on making craft and educational experiences fun and rewarding. AccuCut is a multi-winner of *Creating Keepsakes* magazine's Readers' Choice Award for best die cutting equipment, and the Primedia Award of Excellence. Visit AccuCut online at [www.accucut.com](http://www.accucut.com).

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January 2005

### **The Boss Kut**

I know many of us are anxious for the arrival of the BOSS KUT. We are officially in production on our Boss Kut, After many months of working with several companies, we have found a manufacturer that can make us the ULTIMATE personal die cutting system. I can't wait to get these shipped and in the hands of the scrapbookers--we will have a truly unique machine that EVERY scrapbooker can utilize!! The best machine on the market--hands down!! We are very excited about the look of our new machine--won't it be cute sitting on your scrapbooking table? I truly can't wait to have mine in hand!!!

### **The Boss Kut Jr.**

What makes us so incredibly unique is that we accommodate ALL scrapbookers!! The Boss Kut can cut several 2x2 dies at a time and some of our larger dies like our monograms and stencils. Boss Kut Jr. is also in the works and will be available Summer 2005!!! The Boss Kut Jr. will cut one 2x2 die at a time, which in turn makes the machine smaller and a bit easier to tote. We are offering you a choice to fit your scrapbooking need!! Of course if you are anything like me, you will have both!!!



### **Alphabet and Shape Dies**

We are very excited about offering you all our wonderful dies at INCREDIBLE prices. We are looking at ship dates in April for our alphabets and most of our other dies. We are working on final stages of the packaging and will be in production VERY shortly. The following are some common questions asked about the use of our dies:

### **Accessories**



We are adding fun and colorful accessories to make toting your Boss Kut, or Boss Kut Jr. to all your favorite crops, conventions, and classes. As a scrapbooker, I know ALL the gazillion things I try to take to a crop, we want you to find taking the Boss Kut anywhere you go will be easy as pie. Not to mention, we want you to take it EVERYWHERE and show off your adorable little machine that cuts the finest, most detailed alphabets to all your scrapbooking buddies!!!

**Can your dies be used with other die cutters?**

Yes and No! How is that for an answer!! Some of our dies will work perfectly in other machines and some will not. The reason behind this is very simple--we have a top-notch machine that distributes even pressure allowing the dies to be cut more uniformly--because of this, we are able to fit more on one die!!! Sometimes dies with multiple letters, or shapes will not cut as well on some of the other machines.

**What are your dies made out of?**

Our dies are thin steel rule dies which cut with amazing precision and are very easy to store and use!

**What if there is a problem?**

We are working with incredibly knowledgeable people, whom want to create lasting quality in all dies, cutters, and accessories--we anticipate no problems. With that being said, we do realize that in any kind of manufacturing there could be something that does not meet the consumers need. We stand behind our product 100%--if for some reason you get something that is not working properly we will look into it and do everything we can to "fix" the problem.

I hope this answers some questions for you and gets you excited about the hottest new scrapbooking tool in 2005!!!



# Terryfic Times

## *The Wizard Die Cutting Embossing System*

Home

Up

Paper Crafting

The Latest Buzz

Parties

Karaoke/D-Jay

ASEP

Private Training

IVYS

*Terryfic Times* was the only retailer in North Carolina to carry The Wizard Die Cutting Embossing System from Spellbinders. This lightweight machine (under five pounds) is used for dry embossing, texturizing paper, die cutting, polymer clay and so much more. Let your imagination take your papercrafting to a new level. See cards made with this machine in our Card Gallery.

Well, crafters, hold on to your hats. Spellbinders has released its new model of the Wizard at the Craft and Hobby Association Show (CHA Show) in Atlanta February 11th to 15th. If you've worked with The Wizard, you probably thought "It can't get any better than this!" Well, crafters, hold on to your hats. The new Wizard is lighter in weight, wider, easier to use and will cost less than the original model. Spellbinders' owners, Stacey and Jeff Caron, are bringing many innovative products to the personal die-cutting market. You will be blown away with their new products.

The cost of the new Wizard is \$130 and includes everything you need to cut and emboss with the Spellbinders dies. Sizzix, Zip'e Cuts and more. The only additional thing you'll need to get is the Charm Kit for \$10. This will allow you to emboss using a variety of brass and plastic stencils. If you use the Fiskars texturizing plates and/or large stencils, you will probably want to get the 12" by 12" polymer pad retailing for \$19. The good news is that I'll sell you the whole pad or prorate the price if you only want 1/4 or 1/2 of the mat.

There is complete two-way compatibility between the original Wizard products and the new products. The only thing you'll need to get if you own the original model is a spacer plate. You can call Spellbinders at 1-888-547-0400 and they'll send you one at no cost. This plate is necessary to have in order to use the new, improved Spellbinders dies. It can also be used with other chemically-etched dies such as QuickKutz, Zip'eCuts and Sizzlets.

The new products and prices are shown below. If you become a TLC (Terryfic Loyal Customer) for a \$25 annual membership fee, you save 10% on regular and sale prices, save 15% on special orders, get \$5 for your birthday, and other specials just for my TLC's.

I'm offering the TLC's a special deal on the Wizard and related products. For a limited time, you can save 20% off the retail price of all Spellbinders



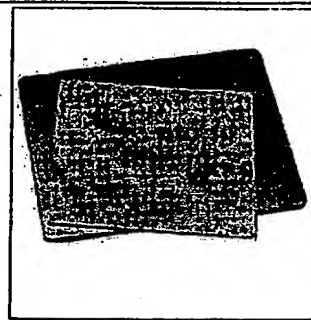
products. This means that you save \$26 on the price of the Wizard alone and have saved your annual membership immediately. You still have a full year to save even more.

Please call the shop at 704-895-BLUE (2583) or email [terry@terryfictimes.com](mailto:terry@terryfictimes.com) if you want me to order a Wizard. You can be among the first in the country to get this fabulous personal die-cutting and embossing system. If you thought the original Wizard was something, you "ain't" seen nothing yet!

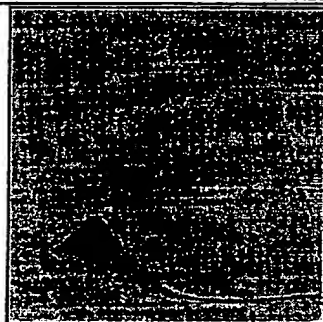
I've written a review of The Wizard from Spellbinders and AccuCut's Zip'E Mate, including comments on the Sizzix and QuicKutz systems, for your consideration.



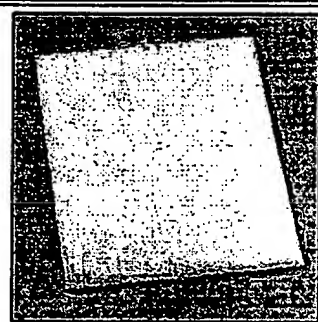
Wizard (Purple Only)  
W000 \$130



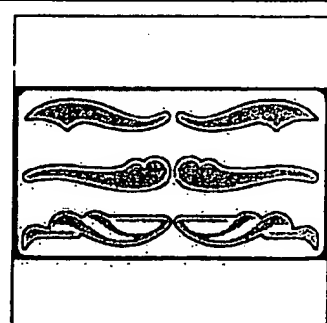
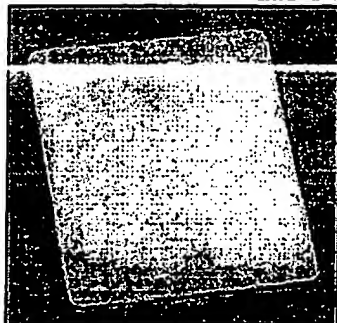
Charm Kit  
W003 \$10



12" by 12" Polymer Pad  
W005 \$19



Thick White Replacement Mats  
W002 \$10





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